

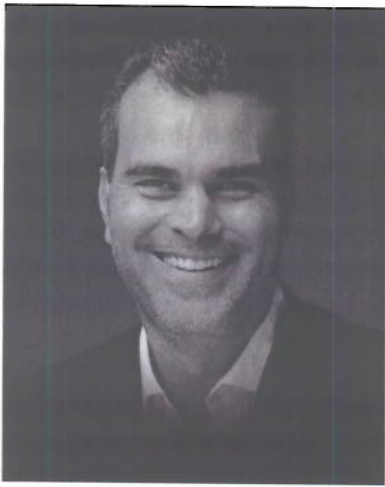
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# C.L.E.

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CIGAR COMPANY





## Christian Eiroa

Biography

July 5th, 1972

Christian was born in Danli, Honduras in 1972. He is the youngest of three children. Just days after he was born, he was taken to the Jamastran farm where they lived in a house that was a converted school. The house still exists today.

His summers were filled with odd jobs in fermentation and driving jeeps at the farms at the age of 8 helping move tobacco around. It can be said that he was being indoctrinated to be in tobacco his entire life. It was during his formative years that tough love sank in with education being provided by boarding schools until he finally graduated from Riverside Military Academy in Gainesville, Georgia, where he now serves on their board of visitors.

He received a degree in Business Administration from St. Thomas University in 1993, where he now serves in the Board of Entrepreneurship and a Master's of International Business Administration from Nova Southeastern University in 1995.

It was in 1995 when Christian went to Honduras to learn about tobacco and cigars. His training put him on the fast track to learn as much about tobacco as possible. This was as the cigar boom of the 1990's was gaining steam so the learning curve had to be accelerated. He began to understand the business because it was what he had grown up doing, without knowing it.

At the end of the cigar boom in 1997, the board decided to send Christian back to Miami to learn how to sell cigars under his lifetime friend and mentor, the late Sal Fontana. It was in 2000 when Christian made his mark with the launching of the Camacho Corojo. Although the cigar was extraordinary, it was the marketing behind it that made the difference. He began to host all of his customers down in Honduras where the entire process was explained week after week for seven years.

When the company was purchased in 2008, Christian remained for the duration of the transition until 2011 when he decided to venture on his own. In July, 2012 he launched the CLE Cigar Company which was different than anything that had been done in the past. This was consistent with his mentality of breaking away from the norm and always asking only one question: "Why not?"

Christian Eiroa





## Julio Eiroa

Biography

January 11th, 1938

Julio Eiroa was born in San Juan y Martinez, Cuba January 11th, 1938. After leaving Belen Jesuit High School in Havana, his mother opted to send him to Admiral Farragut Academy in St. Petersburg, Fl. At this time he built a very close relationship with the Oliva tobacco family who would prove to be the most important relationship in his professional life.

He returned to Cuba and in 1958, while studying at La Universidad de La Habana. Somehow, he always found time to work with his brother sorting tobacco from La Victoria del Corojo even at the very young age of 12. The Victoria farm was what kept them together as a family. It truly was a very beautiful story of brothers banding together to help their family.

In 1960 they had to leave Cuba for what they thought would be only for a few months. This turned out to be 53 years and counting! In the meantime, Julio began to work at Perfecto Garcia, along with his brother where he would be in charge of everything from sweeping the floors to making sure the tobacco was blended properly before being sent to the machines.

A couple of years later he received a call to participate in the Bay of Pigs Invasion. He is a true Cuban patriot who wanted his country back to what it was. After an unsuccessful campaign, he served the rest of his Army days in Korea.

It was not until he returned from Korea when Angel Oliva invited him to go to Honduras to help process and cure the tobacco grown by Tino Argudin, an explorer whose mission was to find tobacco in other countries to replace the Cuban Seed which had fallen under the embargo. Honduras and especially the Jamastran Valley were close to Angel Oliva's heart because it was the only tobacco he had found to be close enough to the now unavailable Cuban leaf.

After the first crop, Julio decided to go on his own and it was the partnership with Corral Wadiska with Bering Cigars to grow tobacco for them. Candela was their crop of choice, this was a Ct. variety called Moonlight which was dried with grills in the barns for 48 hours at 120 degrees. The end result was a green leaf that was most popular in the late 1960's and all throughout the 1970's.

In 1977, Julio has an airplane accident in a Cessna 185 which paralyzed him and forced him to retire from growing tobacco for the next eight years as he learned how to walk again. During this time period, he moved his family to Tampa in 1979 after the purchase of Perfecto Garcia, the very same factory that purchased his father's tobacco and that gave him a job sweeping the floors. After two years in Tampa, Julio realized that his passion was in growing tobacco and making hand made cigars.

In 1985 he decided to take the reins of the farm where Bering and he were partners. Sadly, during this time, Bering was sold to Swisher and they no longer needed tobacco. This is when Julio decided to get into the cigar business. His first big customer was Sal Fontana who had a brand called Baccarat "The Game". He shortly ended up owning this company. In 1995 he also purchased a brand called Camacho from the heirs of Mr. Simon Camacho.

It was in 1997 when Julio began to grow the famous Authentic Corojo Seed from a farm called Sta. Inez del Corojo, owned by a Mr. Diego Rodriguez. This seed has very low yield when compared to today's hybrids but it is the only one that is able to deliver this strength, body and flavor. This seed and cigar completely revolutionized the cigar industry making "Corojo" the new catch word.



# C.L.E.

CIGAR COMPANY

# 100

years of tradition

# 3

generations



# 3

years and

# 1

month since  
we began to  
operate.

# 700

people are employed by CLE Cigar Company that work in varying capacities, between the United States, Honduras, and Nicaragua. The Eiroa family and CLE Cigar Company have been the principal employer for the town of Jamastran, Honduras since 1963.



# 17

of which are  
employed in the U.S.

# 173

new SKUs have been launched since the founding of the company on July 2nd 2012, which vary in origin between Honduras, Nicaragua, and the Dominican Republic.

# 55

SKUs are no longer in production.



# 93.75

is the weight per  
1,000 units of our  
largest cigar.



# 64 %

of CLE Cigar  
Company SKUs are  
offered beneath \$10.

# \$10



# 18.75

is the weight per  
1,000 units of our  
smallest cigar.



# \$5.26

is the average retail  
price of the cigars  
currently offered by  
CLE Cigar Company.



# 92 %

of all products actually sold  
were offered at a price less  
than \$10 MSRP.

# \$18

is the MSRP of our  
highest priced cigar.

# \$1.84

is the MSRP of our lowest priced cigar.



Summary

## BRIEF SUMMARY

July 31st, 2015